



Neighborhood Relations

CITY OF MEMPHIS
OFFICE OF YOUTH SERVICES
& COMMUNITY AFFAIRS



Working with the Media to Promote Your Neighborhood Events

Adapted from Battlecreek, MI "Yes We Can!" Guide

FACT:

Neighborhood projects require enough participants to be successful.

QUESTION:

“How do I get the word out to my neighbors about the event?”

ANSWER:

The media

Three free tools to gain media attention that will help your group recruit volunteers or get your project noticed

- News Releases
- Public Service Announcements
- Event Announcements



What is a News Release?

- A planned news story
- Used to communicate information to the media about an event your group has planned or has completed
- A tool to generate publicity—or free advertising for your group

Media Outlets to Receive Your News Releases

- Newspapers
- Television Stations
- Radio Stations
- Websites
- Newsletters

**A CLEAR MESSAGE IS
IMPORTANT TO GETTING
YOUR NEWS RELEASE
IN THE MEDIA**

The Five Ws are Essential

- Who
- What
- Why
- When
- Where

MEDIA RELEASE

FOR IMMEDIATE RELEASE

**Contact: Lashea West
901-636-6592**

Memphis' Neighborhoods Work Together to Host City-Wide Festival

September 17, 2008—The Office of Youth Services and Community Affairs (OYSCA) Neighborhood Relations unit is gearing up for Neighborfest 2008 which will be held on Saturday, October 11, 2008. The festival will be held on the parking lot of OYSCA at 315 South Hollywood Street, located off Central and Hollywood next to Liberty Bowl Memorial Stadium.

Neighborfest 2008, which is a celebration of Memphis' neighborhoods, promises to include multi-cultural exhibits, food, and live entertainment that will be family friendly, educational, and most importantly fun! Moreover, the festival will celebrate, and spotlight the accomplishments of Memphis' neighborhood, community and civic organizations. The event gives neighborhood associations an opportunity to share best practices, display their projects and accomplishments and recruit new members into their organizations.

The renowned Hattiloo Theater is sponsoring entertainment, which will feature an eclectic and multi-ethnic cadre of musicians, dancers and actors throughout the day. Jacob's Ladder/Beltline Youth Enrichment Center will host children's activities, which will include free carnival rides, face painting and arts and crafts. Dr. W.W. Herenton, Memphis' Mayor will announce winners of neighborhood organizations that are competing for best neighborhood projects. Additionally, neighborhood "back-yard" chefs will bring their grills and enter in a barbecue cooking contest.

Sponsoring partners for Neighborfest 2008 are Memphis Tourism Foundation, Federal Reserve Bank of St. Louis, Memphis Housing Authority and Department of Housing and Community Development, Ulysses Cosby State Farm Insurance Company, Christ Community Health Services, Habitat for Humanity. Admission and parking is free for attendees, vendors and exhibitors.

Additional festival and the Booth Participant application can be obtained by going online to www.memphistn.gov or by contacting Sherri Clayborne at 901-636-6260 or sheralei.clayborne@memphistn.gov or Cherry Young at 901-636-6261 or cherry.young@memphistn.gov.

—END—



Key Information

- DATE: Place the date on top of the page. The date of the release tells the editor when the release should be published. If the time of the release does not matter, write “FOR IMMEDIATE RELEASE.”
- HEADLINE: Write a headline on the top of the page to grab the editor’s attention.
- BODY: The body of the release should be written in a clear style of a news story with short paragraphs. It should have line spacing of 1.5 or 2 lines with wide side margins to make it easier to read and edit. The who, what, when and where information should come in the first paragraphs and should be followed by how and why information.
- SPEND SOME TIME CRAFTING THE FIRST SENTENCE TO GRAB ATTENTION!!

IMPORTANT POINTERS



- Never write more than two pages.
- If you go to a second page write “**MORE**” on the bottom of the first page.
- Be sure to include a telephone number and a contact person so the media representative can follow-up if they have questions.
- Write captions for photographs—include names left to right.
- **PROOFREAD, PROOFREAD, PROOFREAD!**

Where and When to Send the Release

- Mail, e-mail or fax the release 5-10 days before your event.
- Check with newspapers to find out how far in advance they need the release.
- Address it to a particular person (neighborhood news or public affairs editors).
- FOLLOW-UP! FOLLOW-UP! FOLLOW-UP!
- See the Local Resources section in the back of this guide for contact information.

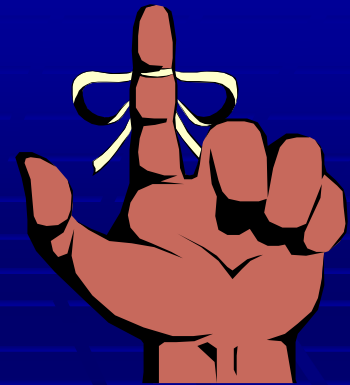
Public Service Announcements (PSAs)

- Free Announcement
- Run by radio and television stations

Pros and Cons of PSAs

- Free publicity for neighborhood groups and non-profit organizations.
- Gain public support for your organization.
- PSAs cannot include political or controversial statements of any kind.
- Examples—You can use a PSA to inform the public about your referral services for people who need emergency food; you cannot explain why you are opposed to a political candidate who wants to cut food stamp enrollment.

REMEMBER!



- PSAs are free publicity—therefore there is no guarantee that the stations will air your announcement.
- Only paid advertisements are guaranteed to run.
- PSAs are aired at the discretion of the station's management, and you have no control over when and how often your message will be played.

Where and When to Send the PSA

- Call each television and radio station to learn their formats, target audience and the name of the person who should receive the PSA.
- Select only those stations where your message and issue has a realistic chance of being heard.

What to Include in the PSA

- What it is
- Who it's for
- Why it's taking place
- When and where it's being held

PSA Tidbits

- Always include a contact name and phone number
- Include a start and stop date for the announcement
- Keep the announcement as short and as clear as possible
- Be prepared to see it edited

More PSA Tidbits

- Follow-up on your PSA with a phone call
- If it is acceptable to the station—speak directly to the Community Affairs Director—he or she has influence over what topics are covered on the station's talk shows, and may be able to provide some access to friendly news people.

Sample PSA

Public Service Announcement

PLEASE AIR UNTIL JULY 11

Contact:

Lashea West
901-636-6592

Knowledge Quest after-school program helps parents and children: it's 3:00 p.m. Monday afternoon, you don't get off work until 5:00, but your child is getting home from school now.

There is a solution to your problem – Knowledge Quest.! Knowledge Quest is an after-school program for children ages 5-12 in the Westwood neighborhood. With capable staff and caring volunteers, your child can play, have fun and get help with his or her homework. Your mind will be at ease knowing your child is safe.

For more information on how to enroll your child in the Knowledge Quest after-school program or to volunteer, contact Sherry Foster in the Knowledge Quest office at 901-577-7281.

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Event Announcements

A brief “who-what-when-where”
notice of any event of public interest

It Can Be Used to Publicize One-time Events:

- Workshops
- Fundraisers
- Lectures
- On-going programs (reminder)

When You Send An Event Announcement, Be Sure To:

- List a string of facts: event, date, place and contact with phone number.
- Include the date you want the list to appear.
- You should send the listing two weeks before you want it to appear, but check the deadline of the particular paper to be sure.

Local Media Resources

News Releases and Event Announcements

Commercial Appeal

Dan Ginsburg

Phone: 529-2780

FAX: 529-2344

ginsburg@commercialappeal.com

Daily News Journal

Andy Meeks

P 523-1561 ex 104

F 526-5813

ameek@memphisdailynews.com

LaPrensa Latina News Magazine

ATTN: Gloria

P 751-2100

F 751-1202

info@laprensalatina.com

Memphis Business Journal

Andy Ashby

P 259-1732

F 526-5260

aashby@bizjournals.com

Memphis Flyer

Jackson Baker

P 521-9000

F 521-0129

Mid-South Tribune

Arelya Mitchell

P 728-5001

F 728-5006

Silver Star News

Jimmy Williams

452-8825

F 452-1656

silverst@bellsouth.net

Tri-State Defender

Dr. Karanja Ajanaku

P 526-1818

F 526-1820

editor@tri-statedefender.com

Local Media Resources

Public Service Announcements

Channel 3 WREG/CBS

Lisa Dandridge
P 901-543-2111
F 901-543-2167
lisa.dandridge@wreg.com

Channel 5 WMT-TV/NBC

Tammy Phillips
P 901-726-0416
F 901-278-7633
news@wmctv.com

Channel 13 WHBQ/FOX

Drew Smith
P 901-320-1340
F 901-320-1366
news@myfoxmemphis.com

Channel 24 /Eyewitness News/ABC

Jim Turpin/Lisa Wheeler
P 901-321-7668
F 901-452-1820
newsdesk@myeyewitnessnews.com

Clear Channel Radio

P 901-259-6440
F 901-259-6445
KWAN-Ray Steele
WDIA-Bobby O' Jay
WHAL-Eileen Collier
WHRK-Devin Steele
KJMS-Eileen Collier
WEGR-Tim Spencer

Entercom Radio

P 767-0104
WMFS Rob Cressman F 901-725-5101
WSNP Brad Carson F 901-682-2804
WRVR & WWTQ Jerry Dean
F 901-767-0582

Flinn Broadcasting

P 901-375-9324
F 901-375-0041
KXHT 107.1-Duane Hargrove
WHBQ AM 560
Eli Savole
WXBQ FM 107.5-Chris Taylor
mail@flin.com

WBBP – AM 1480

369 Patterson St # G
Memphis, TN 38111
P 901-278-7878
F 901-332-1707
Andre Powell

WLOK

P 901-527-9565
F 901-527-0335
Kim Harper
programming@wlok.com

Citadel Radio

P 901-382-1106
F 901-767-9531
WRBO 103.5
WGKX KIX 106
WSSR FM 98.1

Media Resources

Websites

Contact the Neighborhood Relations Office to post announcements on the following websites:

- **Cityofmemphis.org--City of Memphis Neighborhood Relations webpage**
- **Neighborpal.com**
- **i-neighbors.org**
- **Neighborhoodlink.com**

Brought To You By Your Neighborhood Relations Team

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Office of Youth Services and Community Affairs
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Lashea West, Neighborhood Relations Manager
901-636-6592 ~ lashea.west@memphistn.gov

Sherri Clayborne, Interim Neighborhood Relations Outreach Specialist
901-636-6260 ~ sheralei.clayborne@memphistn.gov

Cherry Young, Neighborhood Relations Outreach Specialist
901-636-6261 ~ cherry.young@memphistn.gov



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